

EGA Code of Conduct Concerning the Promotion of Medicinal Products¹

The European Generic medicines Association, EGA, and its members recognise the importance of providing accurate, fair and objective information concerning medicinal products so that rational decisions can be made by healthcare professionals regarding their use. Whilst competition should be encouraged among pharmaceutical companies this must be done in compliance with national and European laws relating to the promotion of medicinal products.

Consequently, EGA members commit themselves to adhering to the relevant national and European laws and regulations relating to the promotion of medicinal products to healthcare professionals. In particular EGA members will ensure that their activities adhere to the requirements of Council Directive 2001/83/EC, as amended.

Promotion includes any activity carried out, organised or sponsored by a pharmaceutical company or its representative, which promotes the prescription, supply, sale, administration or consumption of medicinal products.

EGA members are encouraged to either

- a) develop their own code of conduct which seeks to voluntarily regulate the promotion of medicines or
- b) where appropriate, adhere to a joint code of conduct with other pharmaceutical companies, associations, government and/or healthcare professional organisations.

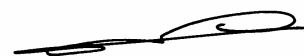
EGA-member national associations should establish appropriate procedures for ensuring that its member companies adhere to any national code of conduct developed either individually by the national association or with other organisations.

EGA members are also encouraged to work with national competent authorities to develop fair, accurate and objective information on generic medicines for patients and healthcare professionals.

Copies of any national codes should be submitted to the Board of the EGA in English and may be published on EGA website for public reference.

Agreed by the Board of the EGA, Rome 8th March 2007

Signed by Emile Loof, President EGA



¹ Medicinal product as defined by Article 1 Council Directive 2001/83/EC, as amended.